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(57) Abstract :

Embodiments of the present disclosure relates to a system (100) and method (300) for dynamic contact affinity scoring for personalized relationship management for accurately assessing the strength of relationships between a user and their contacts and generating personalized recommendations for contact engagement and communication strategies. The system (102) comprises a processor (202) coupled to a memory (204). The memory (204) stores processor-executable instructions. The processor (202) is configured to analyse data on past interactions and communication patterns between the user and one or more contacts of the user. Next, the processor (202) is configured to trigger a score based on the analysed data. Thereafter, the processor (202) is configured to obtain feedback from the user based on the generated score. In the end, the processor (202) is configured to generate recommendations for the user to engage with one or more contacts based on the feedback and the score.

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